

Artful Innovation: Open Call



Artful Innovation™ 2018 is an intensive course that will support teams from small creative technology businesses based in the West of England in the interrogation of their creative idea and the development of a robust business case for sustainable growth. The term was coined to describe the fusion of arts and technology in a process of taking ideas into marketplace reality.

We are interested in businesses with both a commercial or not for profit focus.

"I've learned more in the last five days than I have in the last five years "
Annie Zimmerman, Understory (Artful Innovation 2017 participant)



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Theme: Future Content

This year's Artful Innovation is themed around Future Content. As new technologies and platforms emerge they create new ways to engage audiences. The combination of ubiquitous mobile computing, a growing range of cloud services, faster network capabilities, new visual formats e.g. 360 VR/AR/XR (Virtual, Augmented and Extended Reality) and voice activation, create new opportunities for content makers.

Participating business might be exploring the future of books and storytelling, immersive cultural experiences or game design for the next generation of audiences. Artful Innovation is designed to support businesses in identifying and developing a sustainable business model to underpin their ideas. We are interested in businesses that cut across the creative, cultural and technology sectors.

When

Artful Innovation 2018 will take place from September to November. Including a 5-day intensive course from Monday 15 to Friday 19 October and a follow up day.

More about the programme

The programme will provide participants with the opportunity to develop new frameworks to test their thinking. It will take ideas from product/service concept to building a value proposition with real marketplace engagement, to being able to fund future development. Its interactive design will support and challenge participants to build business fitness into their ambitions.

Participants will come with ideas or existing concepts that they want to develop and be willing to enter into a journey of learning, sharing, building and evaluating, to create a robust framework that they can deploy to build on their ambitions after the programme has concluded. They will have time to explore the balance between creative and commercial pressures in a values-led environment.

The programme is co-designed and delivered by Watershed and Programme Director Stephen Gatfield (biography below). We will bring together a group of tutors and mentors ranging from leading international experts to entrepreneurs who have developed their businesses through Watershed programmes.

"I came away with a better understanding of how we articulate what we do to clients, customers and business representatives. I expected to come away equipped with linguistics, specific tools and documentation that made our company relate-able to external parties - we did! It surpassed our expectations."

Artful Innovation 2017 participant

Who should participate

We are looking for participants with a can-do, collaborative attitude, who have one or more great ideas in development. The course is specifically designed for companies with a mix of creativity and technology in their ideas.

The course is designed to support those who have formed, or are ready to form a company. The course supports teams, rather than individuals. This is a task-based programme, so participants will be expected to attend in teams of 2-3 people, to undertake active learning with colleagues.

Eligibility

These are our eligibility criteria for applicants:

- Companies or freelance teams must use a mix of creativity and technology in their work
- Applicants must apply as a team
- Companies must be based in the West of England (Bristol, Bath & North East Somerset, North Somerset and South Gloucestershire)
- Companies must be able to demonstrate how their work relates to the theme 'Future Content'

Applicants must meet all of the above criteria to be eligible for inclusion on the course. No other applications will be considered. If you are unsure whether your team is eligible to apply, please contact Producer Vanessa Bellaar Spruijt (vanessa.bs@watershed.co.uk)

Where

Artful Innovation will take place across a range of venues in and around Bristol. Each venue will be carefully chosen to enable different types of thinking.

What's on offer?

Participation in Artful Innovation offers businesses:

- A fully funded place (usual fee £3,250) on the course
- Business mentoring sessions before and after the course
- A follow-up day
- Lunch and refreshments each day and one Salon Dinner event
- Opportunity to focus intensively on the development of their company
- Structured process featuring talks, workshops and development time
- Travel and accommodation bursaries are available for teams travelling from outside the Bristol city region whose business is not in profit

What do we expect from participating teams?

- Full participation in all activities, by all team members
- A willingness to contribute, share and be open to new ideas and approaches
- Participation in a short evaluation process after the course concludes
- Report on impact of the programme annually for three years

By the end of the programme, businesses will have:

- A clear sense of what is important to get right as they approach their venture
- A robust understanding of how to define and prioritise their key target markets for launch and development
- A strategic approach to multi-sided platform market development that requires alignment of stakeholder interests
- A framework for compelling value proposition development that ties to driving engagement and advocacy amongst users
- An opportunity to test hypotheses and approaches in an informed and supportive learning environment



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- An appreciation of how to build and align a management team that can succeed
- A clear grasp of the diversity of funding sources for new ventures and how to successfully secure different streams of funding
- Developed a peer community of companies in a similar position for ongoing support

About Watershed and Programme Director Stephen Gatfield

Watershed develops cultural engagement, imagination and talent, in the belief that the route to better futures is open, disruptive and co-produced. With our audiences and participation at the heart of our organisation we produce and present original ideas and content and curate a diverse programme of talent development, cinema exhibition, events and festivals. In all of our work we seek to produce open collaborations and create opportunities which bridge expertise, imaginations and boundaries to promote new ideas and enjoyable experiences.

[The Pervasive Media Studio](#) is our research space hosting a brilliant community of over 100 artists, creative companies, technologists and academics exploring experience design and creative technology. It is a collaboration between Watershed, [University of Bristol](#) and [UWE Bristol](#).

You can find examples of our work and programmes here: <https://www.watershed.co.uk/what-we-do>

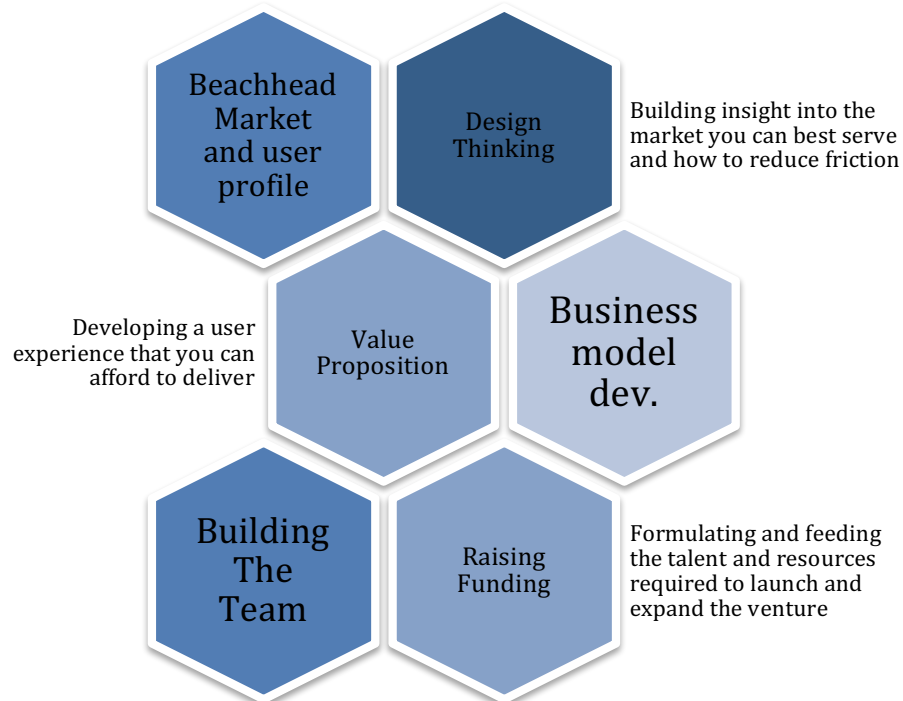
Stephen Gatfield is a highly-experienced leader of global marketing service businesses and an adviser and director of several high growth technology enabled startups in the brand tech, connected gaming and online media sectors. He was Regional Managing Director for Asia Pacific and then COO of Leo Burnett Worldwide from 1997-2003, EVP for corporate development for Interpublic Group (2004-2011) and CEO of Lowe & Partners Worldwide a key division of IPG which he led to Turnaround Agency of the Year in 2009. He is currently Group Chairman of Elmwood Design one of the UK's leading global brand design consultancies.

Stephen chairs the External Advisory Board of the University of Bristol's School of Experimental Psychology and is an advisor the University's Centre for Innovation. He is a trustee of the Watershed Arts Trust, one of the UK's leading arts and creative technology innovation hubs and is a director of Watershed Ventures. Stephen leads Watershed's Artful Innovation Programme designed to help STEAM innovators succeed.

Stephen is a director of Open Slate, Believe Entertainment, Sensible Objects and is Chairman and director of Trigger. He is a graduate of Bristol University and an alumnus of IMD and was a graduate of the 2015 MIT Martin School Disciplined Entrepreneurship class. He divides his time between the UK and USA.

"We really enjoyed it and it has fundamentally changed how we work."
Artful Innovation 2017 participant

Programme Framework



Timetable

We appreciate that applying for development opportunities can take time, and we want to make the process as straightforward and useful for you as possible. At **Stage One**, we ask all applicants to submit an online application form. If writing forms is not for you please let us know if there is another way you would like to submit an application. We will then create a shortlist of applicants to invite to an interview via Skype. From these interviews, we will be able to assess whether Artful Innovation will be beneficial to you and your business at this stage in your development.

Stage Two is for more in-depth conversation and to allow you to understand more about us and our approach. We will invite those who have reached this final stage to a face-to-face interview at Watershed, which will also include a business mentoring session.

Stage One:

Applications open: Tue 8 May

Application deadline: 10:00 Mon 18 Jun

Shortlisted applicants will be invited to Skype interview by Mon 25 Jun

Skype interviews: Tue 10 or Wed 11 Jul

Stage Two:

Face-to-face interviews: Mon 30 or Tue 31 Jul

Artful Innovation places offered by Fri 3 Aug

Course:

Business mentoring: two remote mentoring sessions between 27 Aug - 22 Sep

5-day Artful Innovation course: Mon 15 - Fri 19 Oct

Business mentoring: two remote mentoring sessions between 29 Oct - 23 Nov

Follow up day: Late Nov tbc

Assessment Criteria

Eligible applications will be assessed against the following criteria:

- Does the company put forward a strong case as to why this course is relevant at this time?
- Will the course develop the company in the medium to long term?
- Is the proposed team a strong combination of people and skills, and have aligned company objectives and values?
- Does the company advocate an open and generous approach?
- Is it likely that participation in Artful Innovation will have impact beyond the timescale of the course?

How to apply

To apply, please complete and submit an online application form by visiting:

<https://networkforcreativeenterprise.typeform.com/to/SVBunv>

The deadline for submissions is: 10:00 Mon 18 Jun 2018

We realise that completion of text-based forms doesn't necessarily suit everyone. If you would like to submit an application in a different format, or just have a conversation before applying, please contact Vanessa Bellaar Spruijt to discuss possibilities vanessa.bs@watershed.co.uk.

Artful Innovation 2018 is supported by Network for Creative Enterprise, a partnership between The Guild, Knowle West Media Centre, Spike Island, UWE Bristol and Watershed. The programme is funded by Arts Council England and the European Regional Development Fund.



Supported using public funding by
**ARTS COUNCIL
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European Union
European Regional
Development Fund